

Research on the Improvement Quality of Vitality Promotion Project of League Branch at Colleges and Universities

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Abstract: The inner-party work is developed for the realization of socialist construction and struggle in the new period of economic development. As an important organization of reserve and cultivation of outstanding Party members, League branch plays an important role in the process of carrying out work in the new period. However, the activities of the League branch of colleges and universities lacks vitality, such a working situation is not conducive to the smooth development of ideological and political education activities at colleges and universities. Therefore, the improvement of the engineering quality of the League branch is helpful to enhance the vitality and ideological and political consciousness of the League branch. This paper investigates the actualization status of the Vitality Promotion Project of the League branch in colleges and universities, diagnoses its existing problems and analyzes its influencing factors, and systematically studies the effective path and the safeguard measures of the Vitality Promotion Project of the League Branch at colleges and universities.

1. Introduction

There are a lot of research documents about League branch at colleges and universities colleges and universities in recent years. Hongxia Yu, Jing Wang, Lin Wang, et al. (2016) put forward that the construction of grass roots organization is very important to the construction of Communist Youth League. League branch as the basic unit of work, its vitality directly affects and determines the vitality of the League organization at colleges and universities. Yiqin Wang and Yudao Fu (2016) put forward that the Communist Youth League at colleges and universities has some problems such as low participation of League members and insufficient vitality of League branches in the Vitality Promotion Project of grass-roots League branches. One of the most effective ways to solve this problem is to carry out a good group day. However, the regiment day activities are faced with many difficulties from the thoughts of League members, the form of activities, and so on, to find out the cause of the plight. Effective and effective activities to promote the vitality of the League branch. Yunji Dong and Chunxiu Wang (2016) put forward that the Communist Youth League organizations in colleges and universities bear the responsibility of educating people, and that it is an important content of the work of the Communist Youth League in colleges and universities to strengthen the construction of grass-roots League organizations and to promote the vitality of the grassroots League branches at colleges and universities. It is also the need of talent training at colleges and universities, to bring the construction of League organization into the system of party building, to explore the effective channel of team building with party building, to define the functional orientation of League branch, and to perfect the running mechanism of league branch. It is an effective way to improve the vitality of the League branch at colleges and universities by the activities of League Day to promote the growth of college students. Yuan Yuan, Min Gao and Nan Lin (2017) pointed out that the League branch, as the grass-roots organization of the Communist Youth League at colleges and universities, is charged with the important task of completing the specific work of the League system, and the vitality of the branch is directly related to the Party, The influence and cohesion of the League organization on the young teachers and students of the whole school. It has been proved by practice that using psychological counseling technology for reference to improve the work of heart-to-heart conversation in the regiment can effectively enhance the effectiveness of the youth education and guidance of the League members, close the

relationship between the cadres of the League and the youth of the League members, and thus enhance the vitality of the work of the League branch. This method is valuable for strengthening and improving the construction of League branch at colleges and universities under the new situation and strengthening the combat effectiveness and cohesion of grass-roots League organizations. The existing literature mainly focuses on some methods and carrier construction of promoting the vitality of the Communist Youth League at colleges and universities. This paper will not only study the methods and carriers, but also comprehensively investigate the current situation of the implementation of the Vitality Promotion Project of the Communist Youth League branch at colleges and universities and its existing problems. The paper also explores the influencing factors of improving the vitality of the League branch, and tries to explore the effective way to improve the quality of the Vitality Promotion Project of the League branch at colleges and universities.

2. The necessity of construction vitality of League Branch at Colleges and Universities

2.1 The requirement for the construction the Communist Youth League

The Central League Committee and the Ministry of Education jointly issued "Opinions on Further Strengthening and Improving the Construction of the Communist Youth League at Colleges and Universities" in April 2005, which points out that it is necessary to focus on activating grass-roots organizations as the focus of the Central Committee of the Communist Youth League in order to strengthen and improve the organizational construction of the Communist Youth League at colleges and universities. The outline of the Five-year Plan for the Work of the Communist Youth League also clearly points out that the key is to enhance vitality, consolidate the main position of the League branch of the class; the Communist Youth League at colleges and universities, the Central School Department of the Communist Youth League also proposed to implement Vitality Promotion Project of the Youth League branch at the Key Work Network Interview in 2016.

2.2 The value of construction vitality of League branches at Colleges and Universities is highlighted

The grass roots League branch is an important part of the Communist Youth League at colleges and universities. It carries the important task of organizing youth, guiding young people, rallying young people, strengthening the construction of grass roots League branches at colleges and universities, and promoting the vitality of League branches, one of the basic projects to serve young people. The construction vitality of the League branch is an important part and effective carrier of the construction of the vigorous Communist Youth League at colleges and universities, which are helpful to enhance the awareness of the League members, enhance the comprehensive quality of the League members, and enhance the attraction and cohesion of the League organizations. In a word, the value of construction vitality of League branch at colleges and universities is prominent.

3. The current situation and existing problems of construction vitality of League branches at colleges and universities

3.1 The vitality of the grass-roots League branch needs to be improved urgently

It is the lack of top-level design and hierarchical, classification guidance in thought-leading and theme-day activities. In addition, the scope of their functions and the division of work are not clear enough from the level of grass-roots League branches and League branch committees, and their theoretical study, ideological and political accomplishment, and ability to work are not clear enough. As a result, the activities organized by the League branch tend to be more entertaining, lacking of ideological and attraction, and the participation of the youth of the vast number of League members is generally low. The vitality of the grass-roots League branch needs to be improved urgently.

3.2 The Internet poses challenges to the activities of the League branch

College students are deeply influenced by the Internet, mobile phones, WeChat and other media

in the Internet era. Their individuality, self-consciousness and rebellious consciousness are also growing. They are in the important forming period of their outlook on life and values. Youth League work has brought tremendous impact. The traditional branch structure and class League branch construction can not meet the needs of college students in the new media era, especially in the ideological, ideological and political education and propaganda influence, the traditional branch construction model faces new challenges.

4. Analysis on the influencing factors of the construction vitality of the League Branch in Colleges and Universities

There are many factors affecting the construction vitality of the League Branch. This paper mainly studies the organizational factors, the resource factors and the personnel factors

4.1 Organizational factors

The organizational construction of the League branch at colleges and universities is very critical to the construction of vitality, including the structure and scale of the League organization, the construction of the working mechanism and system, the setting of the work flow and links of the League organization, and the quality of the cadre contingent, etc. It affects the confidence and satisfaction of the League members to the organization, and the students is in lack of confidence in the organization, which affects the vitality of the League branch.

4.2 Resource factors

The construction vitality of the League branch at colleges and universities requires a variety of resources to be allocated, including human resources, management resources, information resources, time resources, place resources, resources for cooperation outside the school, etc. These resource factors have had a great influence on the work of the Party and Youth League. If the resources are limited, it is difficult to improve the performance of the grassroots League organizations, and the construction vitality project cannot be perfected.

4.3 Personnel factors

The individuation of college students is prominent in the new era, and the difficulty and challenge in the construction of League branch activities are greater. At the same time, the quality and working ability of the staff of the League branch at colleges and universities, the ability of planning and organizing activities, the ability of daily affairs management, etc. have a great influence on the construction of the vitality of the League.

5. The effective way to improve the Engineering quality of the "Vitality Promotion" of the League Branch in Colleges and Universities

It is necessary to perfect the organizational structure in the new period, establish the information management platform, build the activity carrier of the League branch and train outstanding regiment cadres, so as to realize the effective improvement of the engineering quality of the Vitality Promotion Project of the League branch at colleges and universities.

5.1 To perfect sounder organizational structure

It is necessary to improve the organizational structure, set up a class League branch, and let the class organize and share the two functions of class ideological organization construction and administrative management, cooperation and promotion: the class management activities of the class committee create practical conditions for the ideological organization and construction of the League branch, promote the enrichment and activity of the class committee, and play the pioneering and exemplary role of the League members. The ideological organization construction activities of the League branch also provide ideological impetus for the normal management activities of the class committee. Combining the actual situation of the branch, keeping pace with the times,

pioneering and innovating, all aspects of the work are carried out in groups on the basis of perfecting the organization.,.

5.2 To establish an information management platform

It needs to make full use of the network, the League branch of the colleges and university establishes the information management platform, establishes the thought position, through setting up the QQ group, the WeChat group, the League branch to build the branch work and the each activity information exchange platform, causes the League branch system and the work to be more transparent, to make each activity information more unimpeded, greatly improve the work efficiency of the League branch, to set up the WeChat public platform of the League branch, publicizing the new idea, new method, new idea, new path of the class group.

5.3 To establish the active carrier of the League branch

The League branch of colleges and universities should persist in cultivating and practicing socialist core values as the fundamental point and promoting the vitality of the League branch as its focus, compile and print the Promoting Vitality of the League branch, and guide the grass-roots League branch to guide the class of ideological guidance and organization and construction of the branch, such as service youth, rights and interests protection, voluntary service, quality development, culture and entertainment, new media to carry out thematic group day activities, combined with the characteristics of the times, about the main theme of the times, combined with the needs and interests of the vast number of League members, to improve the enthusiasm of youth participation, actively build an effective carrier, speech competition, art tour, skill competition, theme party class, book and painting exhibition, Thanksgiving education and other topics, carry out rich and colorful theme activities; It may hold various party caucuses, propagandize ideas, spread positive energy, encourage students to participate in social practice activities, and actively participate in social public welfare activities, etc.

5.4 To train outstanding regiment cadres

The departments and departments of the Communist Youth League have formulated a set of work system and cadre training system with their own characteristics to strengthen the training and selection of young workers and student cadres in order to select the capable cadres of the Communist Youth League. League branch deeds to achieve continuous delivery of fresh blood to the League, to ensure the vitality and power of the League. In addition, the League branch of the school has formulated a series of strict democratic life meeting systems, and has set up a number of regular meeting systems to carry out concrete work in order to give full play to the talents of every member of the team. It is important to implement the operational mechanism of combining collective leadership and division of labour and responsibility, adhere to major activities and collective discussions on matters, and follow the rules for the work of the mission

6. Conclusion

In a word, it is of great significance to strengthen the vitality of the League branch and promote the construction of the project in the new period. The organizational structure of the League branch at colleges and universities is constantly improving, so it is necessary to use new media such as network, mobile phone, and so on, to carry out the work of the Communist Youth League in a network way, to strengthen the ideological leadership of the young people, and to carry out rich and colorful main body activities. Construction of various activity carriers is to enhance the attraction of the activities of the Communist Youth League, attach importance to the training of cadres of the Communist Youth League, transfer the quality and behavior of outstanding members of the League, improve the appeal of the Communist Youth League, and finally establish the dynamic League branch through the above measures

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